

ORDER



Orders	Order / Rev:	<u>166928</u>	Primary AE:	<u>Melissa Palombo</u>
	Alt Order #:	<u>06854098</u>	Sales Office:	<u>P-PHL</u>
	Product Desc:	<u>MIKE HANISSEE</u>	Sales Region:	<u>National</u>
	Estimate:	<u>282</u>		
	Flight Dates:	<u>10/23/12 - 10/29/12</u>		
	Original Date / Rev:	<u>09/19/12 / 09/19/12</u>		
	Order Type:	<u>GENERAL</u>		
Agency	Name:	<u>Stevens Reed Curcio & Potholm</u>	Billing Type:	<u>Cash</u>
	Buying Contact:	<u>Betsy Vonderheid</u>	Billing Calendar:	<u>Broadcast</u>
	Billing Contact:	<u>201 Union Street Ste. 200</u>	Billing Cycle:	<u>EOM/EOC</u>
		<u>Alexandria, VA 22314-3219</u>	Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>Hanissee 4 Court of Appeals</u>	New Business Thru:	<u>10/13/13</u>
	Demographic:	<u>A35+</u>	Order Separation:	<u>00:15:00</u>
	Product Codes:	<u>PL1</u>	Advertiser External ID:	
	Priority:	<u>99</u>	Agency External ID:	
	Revenue Codes:	<u>AGY, POL, CAND</u>		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	34	\$12,200.00	\$10,370.00
10/29/12	10/29/12	8	\$2,650.00	\$2,252.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$12,200.00	\$10,370.00	0.00
November 2012	8	\$2,650.00	\$2,252.50	0.00
Totals	42	\$14,850.00	\$12,622.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	48%	\$14,850.00
Market	100%	\$30,937.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	52%	\$16,087.50
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

Print Date: 09/27/12 11:13:50

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Flight Dates: 10/23/12 - 10/29/12

Advertiser: Hanisse 4 Court of Appeals
Product Desc: MIKE HANISSEE
Estimate: 282

KOB

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Advertiser: Hanissee 4 Court of Appeals
 Product Desc: MIKE HANISSEE
 Estimate: 282

KOB

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	All	10/29/12	10/29/12	News 4 Today II	6a-7a	CM	M-F	6a-7a	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00
News 4 Today II 6a-7a																	
EYEWIT NW TDY2																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week: 10/29/12 11/04/12 M----- 1 \$425.00 0.00																	
E 12	All	10/29/12	10/29/12	M-F Today Show		CM	M-F	7a-9a	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00
M-F Today Show																	
TODAY SHW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week: 10/29/12 11/04/12 M----- 1 \$425.00 0.00																	
E 13	All	10/29/12	10/29/12	M-F Today Show II	9a	CM	M-F	9a-10a	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
M-F Today Show II 9a																	
TODAY SHW2-NBC																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week: 10/29/12 11/04/12 M----- 1 \$200.00 0.00																	
E 14	All	10/29/12	10/29/12	News 4 @ Midday	M-F	CM	M-F	12noon-1p	M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
News 4 @ Midday M-F																	
EYEWIT-4 MIDDY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week: 10/29/12 11/04/12 M----- 1 \$175.00 0.00																	
E 15	All	10/29/12	10/29/12	Judge Judy-P/ DR 4p/ 430p		CM	M-F	4p-5p	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
Judy Judy-P/ DR 4p/ 430p																	
JUDGE JUDY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week: 10/29/12 11/04/12 M----- 1 \$200.00 0.00																	
E 16	All	10/29/12	10/29/12	News 4 @ 5p	M-F	CM	M-F	5p-530p	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00
News 4 @ 5p M-F																	
EYEWITNS NEWS-5																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week: 10/29/12 11/04/12 M----- 1 \$425.00 0.00																	
E 17	All	10/29/12	10/29/12	News 4 @ 6p	M-F	CM	M-F	6p-632p	M-----	:30	1	\$500.003	0.00	NM		1	\$500.00
News 4 @ 6p M-F																	
EYEWITNS NW-600<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>					
Week: 10/29/12 11/04/12 M----- 1 \$500.00 0.00																	

*Tax 1 Note: ABQ 7%.

Totals

42

\$14,850.00